



Al and PIM What AI Can Do for Business and New Opportunities in PIM

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Artificial Intelligence Who? What? How?







1. Human Intelligence

- Thinking, learning and reasoning
- Main elements of human intelligence: analysis, creativity, practical skills
- IQ tests assess memory, language comprehension, processing speed, perceptiveness
- Limits:
 - only a limited quantity can be processed in a given time
 - Bias



2. Artificial Intelligence

 Programs that simulate or imitate human behavior

Artificial intelligence

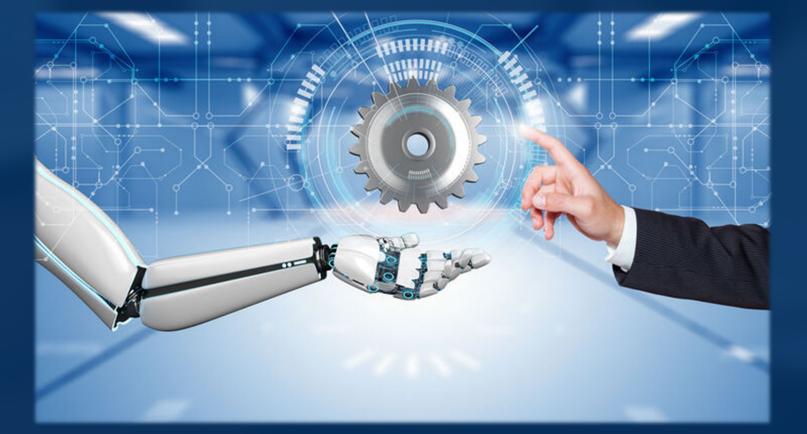
Machine learning (learning from data)

Deep learning (learn better and faster with neural networks)











What are people better at than AI?

Humour?







What did the 0 say to the 8?

ChatGPT: "Nice belt!" 😂

Perplexity:

What did the 0 say to the 8?

Answer 🛱

Here's a classic math joke for you:

The 0 said to the 8, "Nice belt!"

This playful joke works because the number 8 looks like a 0 with a belt or a line wrapped around its middle. It's a clever visual pun that plays on the shape of these numbers.

The humor comes from:

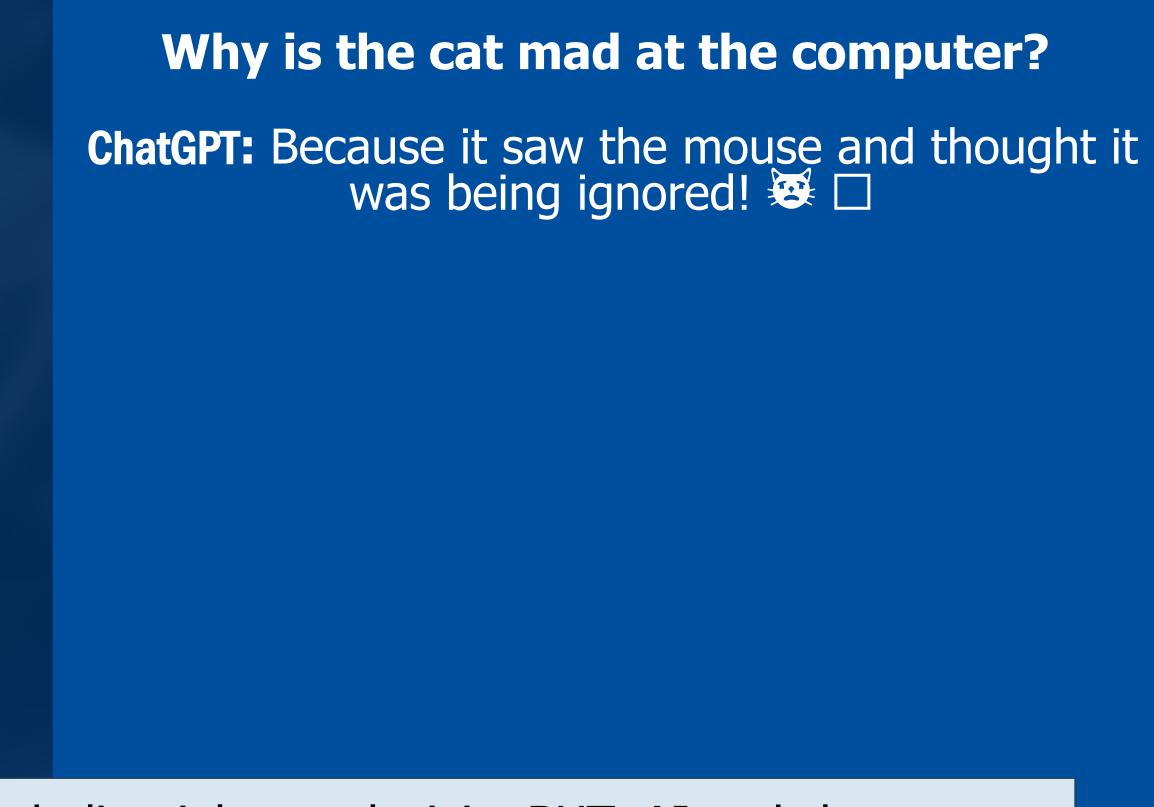
- The anthropomorphization of numbers
- The visual similarity between 0 and 8
- The unexpected personification of mathematical symbols

It's the kind of lighthearted, groan-worthy joke that might make a math teacher chuckle or cause students to roll their eyes - which is precisely what makes it funny!

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AI has access to a huge pool of knowledge, including jokes and trivia. BUT: AI tools have no "awareness" of right/wrong. This is known as "hallucinating". You need to proofread and research the statements generated by the AI!













2000er: Self-driving cars from google

1997: Deep Blue beats Garry Kasparov

1980er: Neural networks (adaptive, neuron-like)

1970er: Expert systems (adaptive systems)

1966: Eliza – the first chatbot

Milestones in Al

2022: ChatGPT responds to questions in real time

2016: AI from DeepMind beats Go world champion

2011: Watson can understand natural language; wins Jeopardy

2010: Autonomous robots can learn

















Opportunities for Al Why?



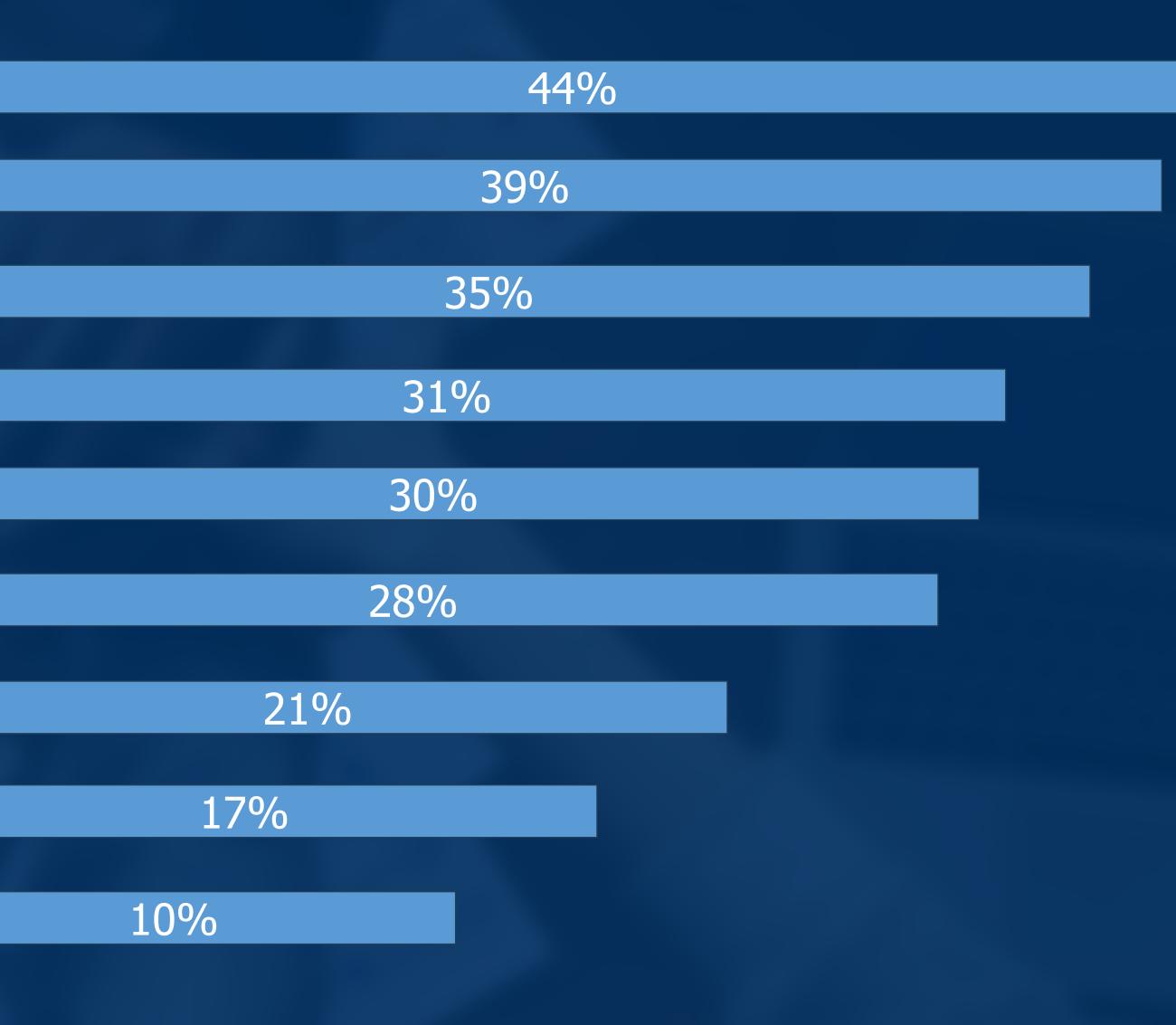




Faster and more precise problem analysis Avoiding human error Accelerated processes Expert knowledge, otherwise not available Lower resource consumption Allows you to focus on important tasks Improvement of products + services New services thanks to AI Cost reduction

Source: Bitcom Research

Advantages of AI - how businesses see it













Areas of application for Al







. . .

- Translation and language processing (e.g. DeepL, google translate)
- Search engines (e.g. Felo, iAsk.Ai, ThinkAny)
- **Text creation:** trained on previous data or samples (e.g. chatGPT, Gemini, Perplexita.ai, DeepL Write)
- Image generation: images are generated based on text specifications (e.g. Adobe Firefly, Midjourney, DALL-E)
- Generating video, audio, music (e.g. VEED GPT, invideo, Krea)
- Enhancement of images, audio, video: Blurring faces, filtering background noise,... (e.g. Photoshop, Emplify)
- Ideas for images and texts, explaining complex texts, .. (e.g. chatGPT)

Types of AI Tools











On public sites (like ChatGPT via chat.openai.com): > your questions / messages can be saved in the knowledge network Careful with company secrets

Alternatively your own AI engine:

- > Can be installed on your own server
- > Various tools / language models can be configured
- > Data remains on your own server

AI: Where Does My Data End Up?













Goal: AI applications must not be misused

 \geq Regulations adopted by the EU Council on 21.5.2024

> Some specifications :

- AI systems must not deliberately influence people's behavior and manipulate them
- No social scoring, i.e. assigning points according to undesirable behavior
- Transparency obligation, i.e. artificially created or edited content must be labeled
- Strict approval criteria for AI systems in critical infrastructure, personnel, healthcare, banking

The EU's "AI Act"







PIM and AI

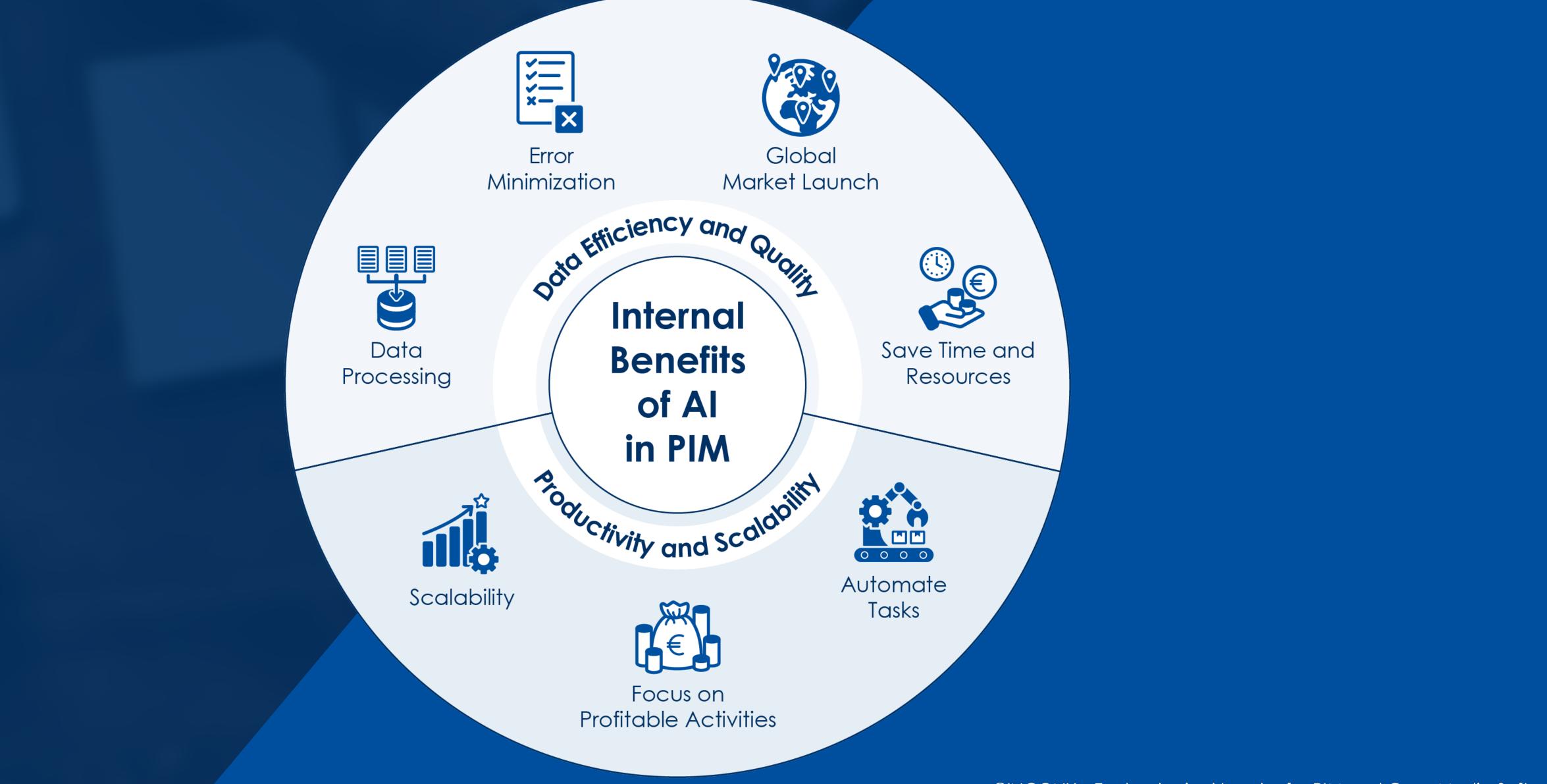
Even more efficient data processing, but handled with care











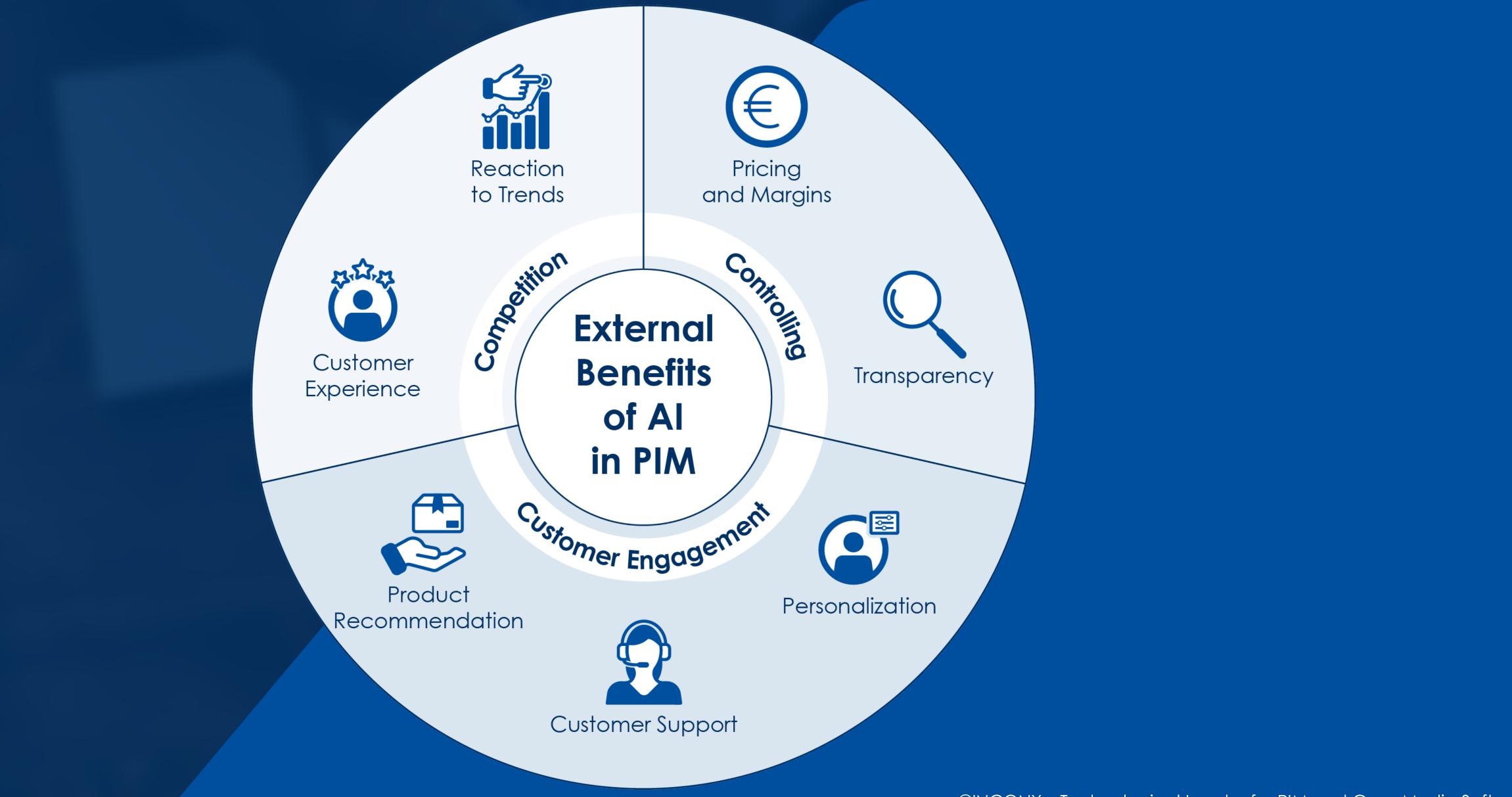
Advantages of Integrating Al into PIM











Advantages of Integrating Al into PIM









Data quality and preparation

> Basic product data should be complete, correct and consistent to ensure well generated content

Change Management

> Changes to business processes and workflows

Ethical Considerations and Transparency

> Only use AI in a responsible and ethical manner

Challenges when Integrating Al into PIM







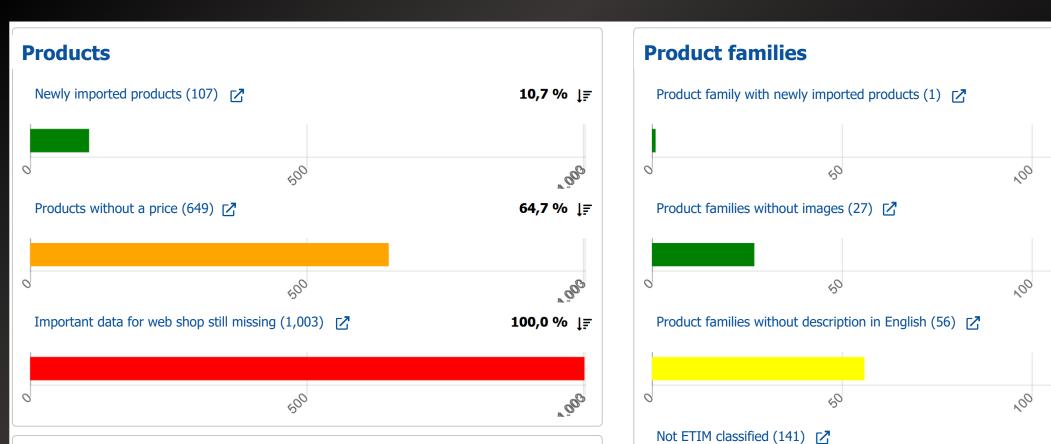


Integrating Al into ANTEROS

Intelligent features for all steps of data processing



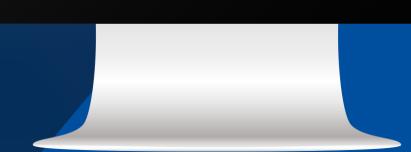




Workflows

0,0 %], Input processes: my tasks (eval,PM) (0) 500

0	40°	100



Intelligent Validation Rules for PIM Data



- Definition of rules in quality levels or test • reports
- Monitor and improve the quality of data and media
 - \succ Detect inaccuracies or errors in extensive data sets
 - > Targeted measures to cleanse data











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generate a product description for Thermos flask; 1.2 liters; Material: stainless steel; Height: 31.3 cm; Length: 9.5 cm; Width: 10.9 cm; Additional information: red, wooden lid; do not add any other information; use about 55 words





Introducing our 1.2-liter Thermos flask, crafted with durable stainless steel for long-lasting insulation. Standing at 31.3 cm tall with dimensions of 9.5 cm in length and 10.9 cm in width, it's spacious yet compact. Its vibrant red hue and charming wooden lid add a touch of elegance. Keep your beverages hot or cold on the go with style and reliability.

Smart Product Data Inference

- Flexible calculation rules can automatically generate data from existing data
 - \succ for mathematical calculations, marketing or tender texts, ...

- Calculation rule editor with integrated ChatGPT query
 - \succ Calculation rules can be generated using specific questions and answers
- Automatically generate product descriptions with ChatGPT
 - \succ Request for description with preferred product features









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Smart Text Translation



- = Translation needed
- \bullet = Translating
 - = Released

Abbrechen

- Changes are highlighted in color in the web form or in Excel
- Machine translator DeepL can be integrated into the web form
 - > High-quality, fast translations with **precise** language and cultural relevance
 - > Still important: Review texts, while still saving time



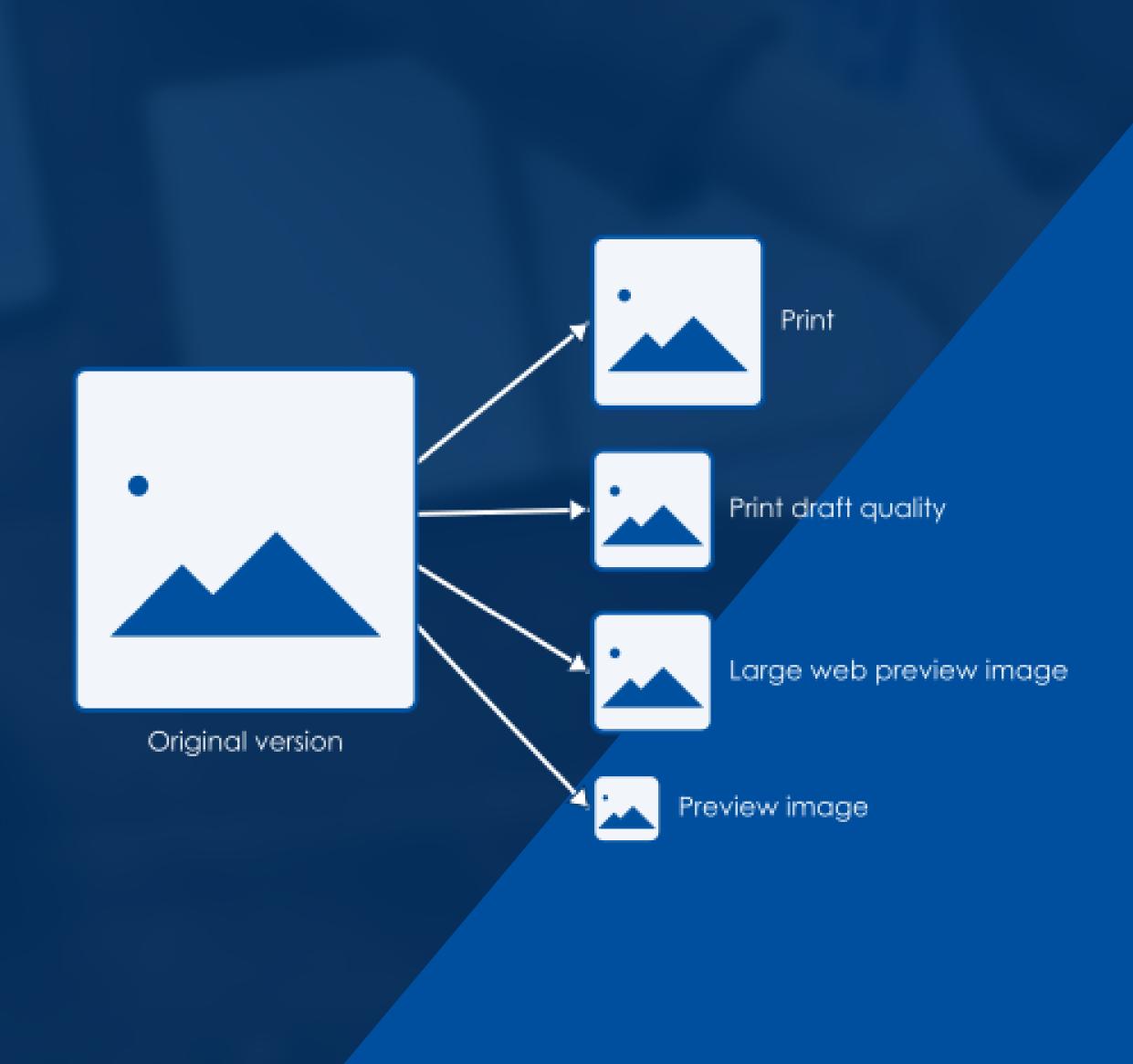












Smart Maintenance of Media Objects

- Automatically convert images into multiple formats
 - > Standard conversions can be configured, with watermark etc.
 - > Custom formats now easily configurable via web form
- **Smart image** comparisons to avoid duplicates
- Automatic assignment of images to products according to predefined rules
 - > E.g. via article number or product name through processors





























Smart Automation for Efficient Product Presentation

- Automatically generate printed catalogs, price lists and data sheets
 - > Automatically generate printed catalogs, price lists and data sheets
 - > Print engine independently checks that content is placed consistently \rightarrow correction if necessary
 - > Automatic redistribution of content
- Flexible exports, including via XPEL rules •
- Exploded view drawings for **online shops** ulletequipped with smart hotspots to mark and link spare parts













Summary







Al has potential.

It's going to be used more and more in everyday professional and private life.

Harness the opportunities and recognize the risks with your PIM software partner.

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